WEWS

ORDER

Flight Dates **10/16/12-10/22/12**

Order Sep 00:20:00

Product

Estimate # **Week # 3. 10.16-10.22.12**

Contract / Revision **303021** /

Candidate. Sherrod Brown. 10.16-

Alt Order #

Original Date / Revision

Agency Com 15%

Billing Type Cash

06/27/12 09/24/12

Billing Contact

Order Type GENERAL

Billing Cycle EOM/EOC

Advertiser **Friends of Brown / Democra**

1831 Chestnut Street
Philadelphia, PA 19103

Billing Calendar BROADCAST

Demographic A35+

Agency **Shorr Johnson Magnus**

Rev Codes POL POL CAND

Buying Contact

Sales Office EWSDC

Product Codes PL

1831 Chestnut Street
Philadelphia, PA 19103

Sales Region NAT

Priority P-1

Agency Ref

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	52	$70,252.50	$82,650.00	0.00
Totals	52	$70,252.50	$82,650.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/22/12	52	$70,252.50	$82,650.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Totals Spots	Totals Amount
N 1	WEWS	10/16/12	10/22/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	12	$700.00	P-2	0.00 NM	15	$10,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 10/15/12	10/21/12	-TWTF--	12	$700.00	0.00								
	Week: 10/22/12	10/28/12	M------	3	$700.00	0.00								
N 2	WEWS	10/16/12	10/22/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	4	$650.00	P-2	0.00 NM	5	$3,250.00

WEWS

Contract / Revision **303021** Flight Dates **10/16/12-10/22/12** Hiatus Dates

Original Date / Revision 06/27/12 / 09/24/12 Order Sep 00:20:00

Advertiser **Friends of Brown / Democr** Product **Candidate. Sherrod Brown.** Estimate # **Week # 3. 10.16-10.22.12**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N 2	WEWS	10/16/12	10/22/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	4	$650.00	P-2	0.00	NM	5	$3,250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 10/15/12	10/21/12	-TWTF--	4	$650.00	0.00									
	Week: 10/22/12	10/28/12	M------	1	$650.00	0.00									
N 3	WEWS	10/22/12	10/22/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	M------	:30	1	$1,000.00	P-2	0.00	NM	1	$1,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 10/22/12	10/28/12	M------	1	$1,000.00	0.00									
N 4	WEWS	10/16/12	10/22/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	4	$1,200.00	P-2	0.00	NM	5	$6,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 10/15/12	10/21/12	-TWTF--	4	$1,200.00	0.00									
	Week: 10/22/12	10/28/12	M------	1	$1,200.00	0.00									
N 5	WEWS	10/16/12	10/22/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	4	$1,800.00	P-2	0.00	NM	5	$9,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 10/15/12	10/21/12	-TWTF--	4	$1,800.00	0.00									
	Week: 10/22/12	10/28/12	M------	1	$1,800.00	0.00									
N 6	WEWS	10/16/12	10/22/12	M-F 730-8P M-F 730-8P	CM	730-8p	MTWTF--	:30	4	$1,200.00	P-2	0.00	NM	5	$6,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 10/15/12	10/21/12	-TWTF--	4	$1,200.00	0.00									
	Week: 10/22/12	10/28/12	M------	1	$1,200.00	0.00									
N 7	WEWS	10/16/12	10/22/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	4	$1,200.00	P-2	0.00	NM	5	$6,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 10/15/12	10/21/12	-TWTF--	4	$1,200.00	0.00									
	Week: 10/22/12	10/28/12	M------	1	$1,200.00	0.00									
N 8	WEWS	10/16/12	10/16/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	$7,000.00	P-2	0.00	NM	0	$0.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 10/15/12	10/21/12	-T-----	1	$7,000.00	0.00									
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
	1	*WEWS*	*10/15/12-10/21/12*	*Tuesday Prime C*	10-11p	-T--------	*:30*	*~~$7,000.00~~*	0.00	*NM*					
	Credited														
	[Moving to different week. Same money overall.]														
N 9	WEWS	10/21/12	10/21/12	Sunday Prime C Sunday Prime C	CM	9-10p	------S	:30	1	$6,000.00	P-2	0.00	NM	1	$6,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 10/15/12	10/21/12	------S	1	$6,000.00	0.00									
N 10	WEWS	10/22/12	10/22/12	Monday DWS Monday DWS	CM	8-10p	M------	:30	1	$5,500.00	P-3	0.00	NM	1	$5,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 10/22/12	10/28/12	M------	1	$5,500.00	0.00									
N 11	WEWS	10/17/12	10/17/12	Wednesday Prime B Wednesday Prime B	CM	9-10p	--W----	:30	1	$10,000.00	P-1	0.00	NM	1	$10,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
	Week: 10/15/12	10/21/12	--W----	1	$10,000.00	0.00									
N 12	WEWS	10/22/12	10/22/12	Monday Prime C Monday Prime C	CM	10-11p	M------	:30	1	$4,000.00	P-3	0.00	NM	0	$0.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									

WEWS

Contract / Revision **303021** Flight Dates **10/16/12-10/22/12** Hiatus Dates

Original Date / Revision 06/27/12 / 09/24/12 Order Sep 00:20:00

Advertiser **Friends of Brown / Democr** Product **Candidate. Sherrod Brown.** Estimate # **Week # 3. 10.16-10.22.12**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N 12	WEWS	10/22/12	10/22/12	Monday Prime C Monday Prime C	CM	10-11p	M------	:30	1	$4,000.00	P-3	0.00	NM	0	$0.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/22/12	10/28/12	M------	1	$4,000.00	0.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
1	*WEWS*	*10/22/12-10/28/12*	*Monday Prime C*	10-11p	M---------	*:30*	*~~$4,000.00~~)*	0.00	*NM*

Credited
[Credit. Moving to a different week.]

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 13	WEWS	10/18/12	10/18/12	Thursday Prime B Thursday Prime B	CM	9-10p	---T---	:30	1	$4,000.00	P-3	0.00	NM	1	$4,000.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/15/12	10/21/12	---T---	1	$4,000.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	WEWS	10/16/12	10/22/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	6	$2,400.00	P-2	0.00	NM	6	$14,400.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/15/12	10/21/12	-TWTF-S	5	$2,400.00	0.00
Week:	10/22/12	10/28/12	M------	1	$2,400.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WEWS	10/20/12	10/20/12	LN after Sports LN after Sports	CM	11p-130x	-----S-	:30	1	$1,000.00	P-2	0.00	NM	1	$1,000.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/15/12	10/21/12	-----S-	1	$1,000.00	0.00

Totals	52	$82,650.00